

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2021/2022

LCS0015

INTRODUCTION TO COMMUNICATION STUDIES

(All groups/sections)

8 AUGUST 2022

9:00AM-11:00AM

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **FOUR** pages with **TWO** sections.
2. Answer **ALL** questions in the Answer Booklet provided.

SECTION A: COMMUNICATION PROCESS [20 MARKS]

Instruction: Answer ALL questions.

1. State **FOUR** (4) functions of communication.
(2 marks)
2. a) List **FOUR** (4) principles of communication.
(2 marks)
b) Explain the importance of each principle listed.
(4 marks)
3. a) Illustrate a model of communication process using **SIX** (6) communication concepts.
(6 marks)
b) Explain the relationship of each communication concept used in the illustration for 3(a).
(6 marks)

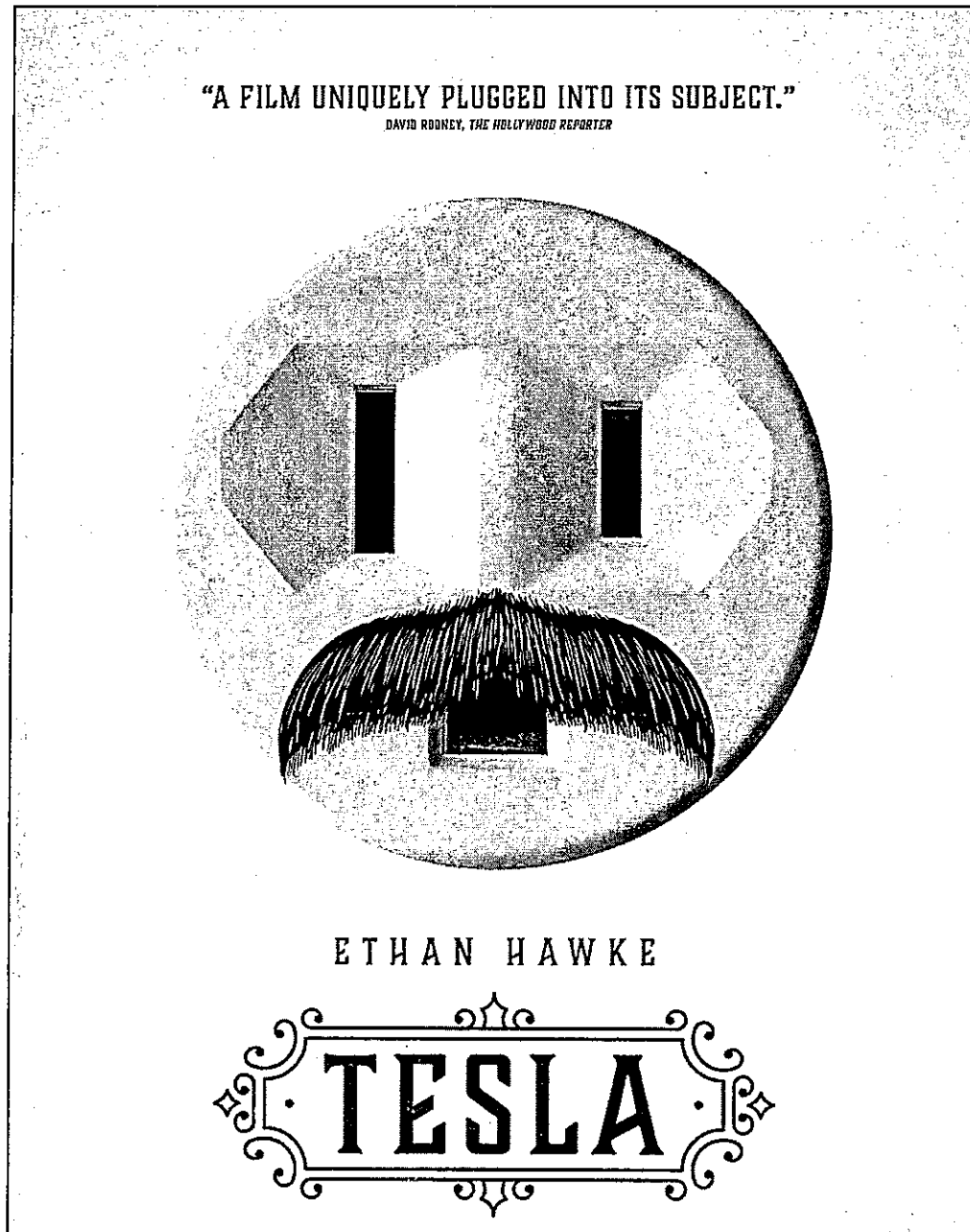
SECTION B: COMMUNICATION CONTEXTS [30 MARKS]

Instruction: Answer ALL questions.

1. Analyse **ONE** (1) of the posters given in the following pages.
 - a) Identify **FOUR** (4) principles of communication that were used to design the poster.
(4 marks)
 - b) Explain how each of the principle listed in 1(a) were applied in the poster.
(4 marks)
 - c) Discuss the consequences if one of the principles listed above is not used or applied effectively in the poster.
(2 marks)

Continued...

POSTER 1



Continued...

POSTER 2



Continued...

2. Analyse the statements provided below.

STATEMENT 1:
Women prefer to use conversation for rapport building

STATEMENT 2:
Men prefer to use talk primarily to preserve independence and status by displaying knowledge and skills

- a) Identify **TWO** (2) principles of communication that are used by EACH gender to support the statements given. (4 marks)
- b) Explain how each of the principle listed in 2(a) is used to support the statements given. (4 marks)
- d) Discuss the consequences if one of the principles listed above is not used or applied effectively in a conversation between genders. (2 marks)
3. Small groups have to start somewhere. Analyse the Phases of Group Development provided below.

Phase 1	Forming
Phase 2	Storming
Phase 3	Norming
Phase 4	Performing
Phase 5	Adjourning

- a) Identify **ONE** (1) principle of communication that can be used in **FOUR** (4) of the phases above. (4 marks)
- b) Explain how each principle listed in 3(a) is used to support each phase. (4 marks)
- c) Discuss the consequences if one of the principles listed above is not used or applied effectively in a conversation in a small group setting. (2 marks)

End of Paper

